

Remarks

Of claims 1 to 23, 27 to 33 and 55 to 85 as presently pending, claims 1, 3, 23, 55, 57, 66, 68, 71, 81, 83 and 85 have been amended, claims 2, 4, 5, 12 to 22, 33, 56, 58, 59, 65, 67, 73 to 77 and 84 have been cancelled and claims 6 to 11, 27 to 32, 60 to 64, 69, 70, 72, 78 to 80 and 82 retained as originally filed.

Referring to sections 6 and 7 of the Office Action, claim 1 as amended no longer refers to a "personal data manipulation server" but to a "data manipulation server" at all occurrences.

35 U.S.C. §112 and §101

Claims 65 and 67 have been cancelled.

35 U.S.C. §103(a)

Claim 1 has been amended to read as:

"A web content personalisation system for a communications network comprising:

a client equipment unit capable of communicating a request message from a user to a content providing server to request content from said content providing server;

a data manipulation server disposed in-line between the client equipment unit and the content providing server, the data manipulation server being remote from the client equipment unit, the data manipulation server being coupled to a data store arranged to store personal data relating to a user of the client equipment unit; wherein

the data manipulation server is adapted to intercept said request message for obtaining the content, retrieve personal data relating to the user from the data store and to use the retrieved personal data to modify the request message prior to forwarding said request message to the content providing server; and

the content providing server is adapted to store a number of versions of said content relating to attribute variables/parameters of the personal data relating to the user, to retrieve, in response to receiving the request message, an appropriate version of the content in dependence on the personal data of the user used to modify the request message, and to send said retrieved version of the content to the client equipment unit."

Basis for the changes to claim 1 can be found at page 12, line 23 through to page 17, line 3 and figures 3 to 5 of the specification as filed.

Tao et al (US6421733) discloses that information transmitted between a network server computer and a network client computer may be transcoded. Tao discloses that transcoding comprises any manipulation of data including adding, modifying or deleting. Tao also discloses that it may be advantageous to modify a request from a client computer prior to transmitting the request to an Internet server computer. On this latter point, Tao discloses that a request may be modified to append preferences in the request transmitted to a content provider so that *dynamic* content generation can be done at the content server, column 9, lines 29 to 33. It should be noted, however, that "transcoding", no matter how broad this term is interpreted, is an active process and requires some manipulation of content data to dynamically occur whether this manipulation occurs in the proxy server or at the content server itself. For example, Tao teaches at column 8, lines 41 to 50:

"Embodiments of the present invention may alternatively be used for dynamic translation of data, such as Web pages, to a user's native language (determined by user preference or automatically by the physical location of

network client 12 or transcoding server 34). Such a capability greatly simplifies the task of making content truly global, as well as reduces storage and maintenance required at the content provider (that is, only one copy of the content need be maintained, rather than different copies for each of a plurality of different languages) (emphasis added)."

It can be therefore seen that Tao teaches directly against the feature of amended claim 1 of "the content providing server is adapted to store a number of versions of said content relating to attribute variables/parameters of the personal data relating to the user, to retrieve, in response to receiving the request message, an appropriate version of the content in dependence on the personal data of the user used to modify the request message". The present invention as defined by claim 1 provides the advantage that the content providing server can easily service users having the same preferences, e.g. a car rental web server providing appropriate versions of web pages taking account of say a user's preferred language and location.

Consequently, the combination of Tao and Zhao et al (US6944677) does not teach or suggest all of the limitations of claim 1 and, in fact, Tao teaches a solution that teaches away from that of claim 1 as amended. Claim 1 as amended is novel and not rendered obvious by the combination of Tao and Zhao.

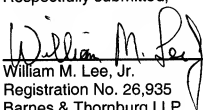
Remaining independent claims retained in the application have been amended to be consistent with claim 1 and are therefore likewise also novel and not rendered obvious by the combination of Tao and Zhao.

For the reasons discussed above, applicants firmly believe that the present invention is patentably distinct from the prior art references raised by the Examiner and request favorable reconsideration. All other rejections are moot in view of the above,

but, for the avoidance of doubt, the applicants make no admissions in respect of rejections not specifically addressed by this response.

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Respectfully submitted,

A handwritten signature in black ink, appearing to read "William M. Lee, Jr.", is written over a horizontal line.

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